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Inpixon
ANALYTICS

Advanced Location-Based Analytics for **Indoor Spaces**

Knowing how visitors experience your indoor space has never been more crucial. In today's era of unprecedented mobility and choice, organizations are faced with the challenge of capturing and interpreting data that can be leveraged to create innovative visitor experiences and empower better decision-making.

To be successful, organizations require a solution that turns their data into actionable indoor intelligence. This is where Inpixon can help.

Inpixon Analytics provides visibility into your indoor space through illuminating metrics and reports, so you can better understand visitor behavior and evaluate the performance of your site. By putting indoor data at your fingertips, organizations can achieve transformative business outcomes.

Reveal Untold Stories of Your **Indoors**

Inpixon Analytics is a location-based analytics solution that provides valuable insights into how visitors interact with your indoor space. The solution analyzes location data from your existing Wi-Fi infrastructure or specialized Inpixon sensors to deliver insights into visitor behavior and movement - with key metrics and reports accessible anywhere, anytime on an easy-to-use, cloud-based interface. Inpixon Analytics harnesses the power of your indoor data to create actionable indoor intelligence so you can make smarter, more informed decisions that produce extraordinary indoor experiences and drive results.

Key Benefits

Visualize Critical Insights and Performance
Study key metrics and reports that reveal insights into footfall, dwell-time, loyalty, journey and more. Identify visit patterns and evaluate the performance of your sites, zones, and points of interest across multiple KPIs.

Understand Visitor Behavior
Visualize how people are traveling throughout your indoor space and the factors influencing experiences- without requiring visitors to join your network or download an app.

Leverage Existing Wi-Fi Infrastructure
Connect compatible Wi-Fi access points for simple activation with no additional hardware required. Optionally, augment your system with Inpixon sensors for increased coverage and precision.
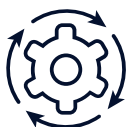
Mask Visitor Identity
Options to protect guest privacy with Inpixon's proprietary tokenization process which masks device IDs.

Maximize Key Initiative or Campaign Effectiveness
Measure the impact of all your marketing campaigns, events, or other initiatives across the same KPIs. Strategize future efforts based on trends or forecasted data. Adjust mid-campaign to improve results.

Improve Operations
Make data-driven decisions surrounding staffing, capital expenditure projects, product placement, traffic flow, space utilization, and more.

Increase Revenue
Optimize your building layout and operations based on location data to deliver indoor experiences that increase foot traffic, sales, worker productivity, or other profitable visitor actions.

Lower Costs
Reduce staffing and resource allocation for low-traffic areas or periods and eliminate ineffective initiatives or campaigns. Steer investments from low performing assets to those with higher ROIs.

Indoor Intelligence that Drives Results

Inpixon Analytics gives you the tools you need to analyze your indoor data.

Advanced Location Analytics Engine
Leverage the power of data science derived algorithms for quick and precise location analysis

Live Dashboard
See KPIs, hot zones, trends and more for immediate visibility and actionable intelligence

Forecasting / Predictive Analytics
Harness AI to plan future operations based on data driven predictions

Visitor Analysis
Measure visits by hour, day and month. Distinguish by visitor type to see if your space is attracting new guests and if they are returning

Calendar View
Track performance and trends right on a calendar. Drill down on dates of interest

Map View
Utilize intelligent maps of your facility including the Live Map, Heat Map, or Zone Map

Visitor Journey Dendrograms
Visualize visitor flow and the most common paths, from entrance, to destinations, to exit
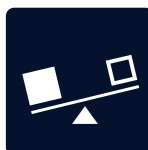
Loyalty Metrics
Study new versus return visitors as well as recency and frequency of visits to get a sense of guest engagement and loyalty

Dwell Times
Learn where guests are stopping, and for how long, to identify points of interest and neglected areas

Comparisons
Compare across multiple locations or time periods for insights with even more context

Event Analysis
Evaluate the performance and impact of events to see what's working and what isn't

Heat Maps
Identify your space's hot and cold zones. Easily visualize overcrowded or bottleneck areas so you can take action

Integrated Weather Data
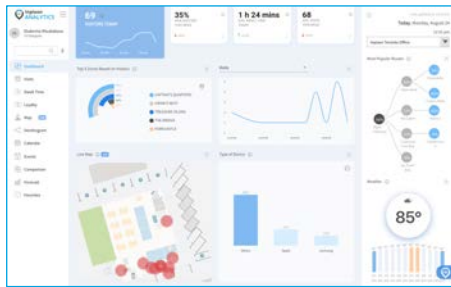See the effects of weather on visits

Voice Recognition and Chatbot (beta)
Retrieve analytics via voice assistant or typed chat and quickly get the information you're looking for from your system - in a conversational format

Artistically Inspired, Data Science Derived

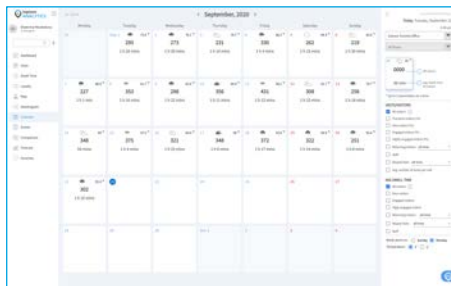Inpixon Analytics reveals a world of powerful new insights and abilities.

DASHBOARD
Roll-up of key performance indicators

VISITS
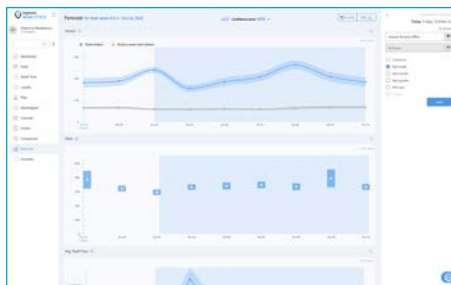Peak visit times, new vs. Repeat visitors, trends

CALENDAR
Key data points displayed on a calendar

VISITOR JOURNEY DENDOGRAM
Visitor flow, most popular paths, zones, and times

FORECAST
AI-enabled view of your likely future results

HEAT MAP
Visualize density, crowding, bottlenecks

LET'S TALK ABOUT YOUR GOALS

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About Inpixon

Inpixon is an Indoor Intelligence™ company that specializes in capturing, interpreting and giving context to indoor data so it can be translated into actionable intelligence. The company's indoor location and data platform ingests diverse data from IoT, third-party and proprietary sensors. Paired with a high-performance data analytics engine, patented algorithms, and advanced mapping technology, Inpixon's solutions are leveraged by a multitude of industries to do good with indoor data. The multidisciplinary depiction of indoor data enables users to increase revenue, decrease costs and enhance safety.

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